



MIELE: A FAMILY TRADITION OF EXCELLENCE

In a small village in Germany in 1899, Carl Miele and Reinhard Zinkann founded a remarkable company based on a simple, yet profound philosophy: *Immer Besser*, or "Forever Better." Miele, now the world's largest family-owned and operated appliance company offering a diverse range of products to discerning consumers worldwide, stands firmly on this foundation of tradition and progress. "Forever Better" expresses not only the goal of continuous improvement, but also a fervent desire to keep one step ahead. This unquestioning objective of offering its customers the highest standard of quality has been the guiding principle of Miele throughout its first century. Today, third generation descendants of the founders consider *Immer Besser* to be the bedrock of the Miele philosophy.

Distinguished by an astonishing record of product innovations, Miele has always based technology and design development on one question: "How can we improve the quality of life through our products?" This quest to increase the performance of Miele appliances has resulted in many product innovations employing state of the art and, often, first of its kind technology. Yet, it is real life solutions that differentiate Miele.

In a company manual, this distinction is addressed with characteristic Miele forthrightness: "In the long run, success is only possible if you accept personal responsibility for the quality of your products. Foresight and long term planning should not be overruled by faddish, superficial trends."

At Miele, a broad vision of the word "service" begins with the belief that it takes absolute reliability to win a customer's confidence and loyalty – a company's most valuable assets. From research scientists, designers, and engineers to the men and women who sign their name to every machine before it is allowed the Miele nameplate, all are encouraged to cherish and respect their contribution to Miele's service offerings. Miele's highly trained team of service technicians and customer support specialists are the final links in the vast "Miele family" network, upholding this service tradition on a daily basis.

Indeed, consumer confidence, based on Miele's advanced products and expert service, has quietly evolved into worldwide renown for excellence in technology, design and durability. This reputation for unsurpassed quality has been earned through over one hundred years of devotion to *Immer Besser*, the Miele credo that will guide the company into the next generation.

103 YEARS OF MIELE INNOVATION

1899

Carl Miele and Reinhard Zinkann found the company, originally producing cream separators

1900

First tub washing machine is introduced – an idea spawned by a butter churn

1927

Production of vacuum cleaners begin

1929

Europe's first electric dishwasher

1956

The first fully automatic washing machine

1960

The first fully automatic dishwasher

1966

Europe's first electronically-controlled tumble dryer

1967

Introduction of Miele laboratory washers and thermal disinfectors

1970

Miele's first built-in washing machine introduced

1973

Miele's first built-in condenser dryer introduced

1978

The world's first dishwashers and laundry systems controlled by microcomputers

1987

The world's first ovens designed to automatically adjust oven temperature

1990

Introduction of the first programmable, computer-controlled laboratory washer

1991

Miele introduces Wet Cleaning Technology

1994

The first vacuum cleaner with Miele's Sealed System™ and HEPA filter combination



1997

The first washing machine with a hand-wash program for woolens produced by Miele

1999

Miele opens new United States headquarters in Princeton, NJ

2000

Miele introduces the first built-in coffee system.

Miele introduces large capacity glassware washers to the U.S. market.

Miele S500/S600 series vacuum cleaners awarded "Best Category" product design awards in the international design forum by "Industries Forum Design Hannover"

2001

Miele introduces the world's first HEPA-certified vacuum cleaners.

The Silver Moon vacuum cleaner wins a prestigious "Good Design" Award

2002

Miele rededicates the expansion of its United States headquarters in Princeton, NJ and presents Michael Graves' architectural plans for the future Miele U.S. campus



MIELE, INC. CORPORATE FACT-SHEET

Founded	1899 by Carl Miele and Reinhard Zinkann in Germany. The company is the world's largest family-owned and operated appliance manufacturer. Miele is sold via selective high-end retailers and has been in the U.S. since 1984.
Corporate Credo	"Immer Besser" (Forever Better) has been the company's philosophy since 1899.
U.S. Products	Miele sells a wide range of exceptional consumer appliances including vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in ovens, cooktops, vent hoods and steam ovens, as well as the revolutionary built-in coffee system. In addition, Miele offers professional laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.
The Miele Brand	Miele has earned a worldwide brand reputation for quality, service, innovation, performance, durability and environmental consciousness.
U.S. Headquarters	9 Independence Way Princeton, NJ 08540 800-843-7231 www.miele.com
U.S. Showrooms/ Design Centers	Beverly Hills, Boca Raton, Boston (Wellesley), Chicago (Northbrook), Dallas, Princeton, Portland, San Francisco, Seattle. A new showroom will soon be opened in Washington, D.C.
Employees	More than 15,000 worldwide and 230 in the U.S. Nick Ord is the President of Miele U.S.
U.S. Sales	Miele reports sales of \$120 million in the U.S. with 20-25% growth expected. Appliances are sold and serviced through authorized dealers nationwide. Vacuum Cleaners are also sold through the Williams Sonoma catalog and Martha by Mail.